

**Pengaruh Kualitas Produk, Harga, Promosi, Citra Merek dan  
Keputusan Pembelian Terhadap Loyalitas Konsumen Sepatu Basket  
Merek Nike (Studi Pada Pengguna Sepatu Basket Merek Nike di Kota  
Semarang).**

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**ABSTRAK**

Nike adalah salah satu perusahaan sepatu dan alat-alat olahraga khususnya sepatu basket di Amerika Serikat yang merupakan salah satu terbesar di dunia. Nike terkenal dengan kualitas produk dan sponsorship nya karena Nike dibintangi oleh Olahragawan terkenal dan melegenda. Penelitian ini bertujuan untuk mengetahui bagaimana tingkat kualitas produk, harga, promosi, citra merek dan keputusan pembelian terhadap loyalitas konsumen pengguna sepatu basket Nike di Kota Semarang. Dengan menggunakan sampel sebanyak 135 responden dan pengumpulan data menggunakan metode kuesioner. Analisis data yang digunakan adalah analisis deskriptif dan analisis jalur ( path analysis ).

Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, harga berpengaruh positif dan signifikan terhadap keputusan pembelian, promosi berpengaruh positif dan signifikan terhadap keputusan pembelian, citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian, dan keputusan pembelian berpengaruh positif dan signifikan terhadap loyalitas konsumen.

Kata Kunci : kualitas produk, harga, promosi, citra merek, keputusan pembelian dan loyalitas konsumen

**Effect of Product Quality, Price, Promotion, Brand Image and  
Purchasing Decision on Consumer Loyalty of Nike brand basketball  
shoes Nike (Study on consumer of Nike Brand Basketball Shoes in  
Semarang).**

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**ABSTRACT**

Nike is one of the shoes and sporting equipment, especially basketball shoes in the United States which is one of the largest in the world. Nike is known for its product quality and sponsorship for Nike starring famous and legendary sportsmen. This study aims to determine how the level of product quality, price, promotion, brand image and purchasing decisions on customer loyalty of Nike basketball shoes in Semarang city. By using sample of 135 respondents and data collection using question method. Data analysis using descriptive analysis and path analysis.

The results showed that the product quality has positive and significant effect on purchasing decisions, price has positive and significant effect on purchasing decisions, promotion has positive and significant effect on purchasing decisions, brand image has positive and significant effect on purchasing decisions, and purchasing decisions has positive and significant effect on customer loyalty.

**Keyword** : Product Quality, price, promotion, brand image, Purchasing decision and customer loyalty